

Redacted

jdh

-----Original Message-----

From: Speed, Jim
Sent: Tuesday, November 30, 1999 9:06 PM
To: Haddox, Dr. J. David
Cc: Golden, Rena; Fisher, Windell
Subject: Oxycontin abuse-Jacksonville, Fl

Dr. Haddox:

I was good to hear from you again last night. Per our telephone conversion last night, I am sending the information you requested via formal email. The day we got back from Dallas, Texas the local Jacksonville paper had a write up on the front page about a local primary care physician who was selling Oxycontin, Xanax, Soma, Lorcet to known street pushers and drug addicts. The color photos of Oxycontin from the PDR was plastered on the front page of the newspaper. There was another write up today in the paper about the same physician and Oxycontin was mentioned again today. We have had allot of negative media publicity from newspaper, local TV newscast, and radio.

During physician calls, this issue is a topic of hot discussion between me and the physician. While many sales people have sold controlled release opioids as having less abuse potential, the current situation has placed us in an awkward situation. I feel like we have a credibility issue with our product. Many physicians now think, "Oxycontin is obviously the street drug all the drug addicts are seeking. Issues like purposely crushing the 40mg and 80mg tabs to "get high" have been expressed. I have heard from physicians and pharmacist that on the streets people are finding ways to extract the oxycodone from the tablet and are using a cotton ball to filter the talc as they draw it up in a syringe for "mainlining".

The other issue is the regulatory issue. Physicians are convinced that they are being watched by big brother, and he will come after you for writing certain drugs, especially Class II products. Needless to say, this issue has had a negative impact on the product and the perception of physicians. It will be some time before we can tell if this issue hurts us in the sales of this product. As you know, this is about the third or fourth physician from this area to get into trouble over prescribing controlled substances over the last several years. Unfortunately, many physicians know this all to well and many have strong phobias about writing for controlled substances.

If I can be of further assistance to you, please feel free to call me at home again or email me.

Kindest Regards,

Jim Speed